



InnovateHER 2016: Innovating for Women Business Challenge

InnovateHER is a cross-cutting prize competition to unearth innovative products and services that help impact and empower the lives of women and families.

Our workforce looks very different from 50 years ago. Women now make up nearly half of the labor force and play a critical role in our nation's economic prosperity. Most children live in households where all parents work. And as our population ages, families are increasingly caring for aging parents while balancing the needs of work and home. As demands on women and families grow, the need for products and services that address unique challenges increases. The InnovateHER Challenge provides that platform.

Did you know...?

57% of working age women participate in the labor force

74% of employed women work full-time

70% of working women have children under 18 years old

* 2014 U.S. Department of Labor statistics

Challenge Criteria

InnovateHER provides an opportunity for entrepreneurs throughout the U.S. to showcase products and services that have a measurable impact on the lives of women and families (30%), have the potential for commercialization (40%), and fill a need in the marketplace (30%).

Participants must be at least 18 years old, U.S. citizens or permanent residents, and meet other requirements per the Challenge Rules.

Examples:



Website listing approved childcare providers in your zip code



Fresh, healthy ingredients mailed to your door

How to Participate

InnovateHER's first round goes live early August 2015. From August 5, 2015 through December 2, 2015, universities, accelerators, Resource Partners, Microsoft stores and other organizations will host local competitions. No later than December 3, 2015, each host will submit one local winner to the SBA, who will then identify up to 10 Finalists. These finalists will be invited to travel to the Washington D.C. metro area on March 17, 2016 for a live pitch competition and compete for up to \$70,000 in prize money provided by Microsoft.

Find the Challenge Rules and other information on our website:

sba.gov/InnovateHER

More Questions?

Contact us at womenbusiness@sba.gov
or call 202-205-7430

Finalists will be responsible for covering their own travel costs to DC for the InnovateHER Finals. Cosponsorship authorization No. 15-6050-169. SBA's participation in this cosponsored activity is not an endorsement of the views, opinions, products, or services of any cosponsor or other person or entity. All SBA programs and services are extended to the public on a nondiscriminatory basis. Reasonable arrangements for persons with disabilities will be made if requested at least two weeks in advance.